

**Abstract of the Disclosure**

**[0035]** An elongate display track device has one or more intermediate sections, a front section with a front piece and product identification panels, and a rear section with a stop member. The sections are frangibly connected to alter the length of the track device. The sections are releasably connected by keys and keyways. The length is changed by removing one or more intermediate sections, then re-attaching the rear section to provide the stop member. The front piece provides a surface along its bottom for a product identification label. Arms upstanding from the front track section support a panel which provides a surface for product identification.